

NON-MENTHOL AD

From Philip Morris

NICOTINE EXTRACTED TOBACCO

HOW A HILL OF BEANS HELPED PERCOLATE
THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its
distinct flavor, why can't we do the same with tobacco?"

That simple question inspired Philip Morris to create
the first cigarette made with nicotine-extracted tobacco.

97% of the nicotine has been removed. Taken away naturally by
our patented extraction process, the same way caffeine is removed from coffee



Leaving our mild, natural tobacco
mild and natural.

And leaving you with a dis-
tinct, light smoke unlike any
you've ever tried.

WHAT YOU WANT
OUT OF A CIGARETTE.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Available in Lights, Ultra Lights, Regular and Menthol.

CONCEPT AD: ART NAME TEST-1

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